

# ZENITHERM

*For* WALLS  
AND FLOORS

*Some outstanding*  
**EXAMPLES**  
*of its use*

МЯСНИК  
СИМЕОН  
1700

# ZENITHERM

*For* WALLS  
AND FLOORS

"Looks like marble, wears  
like marble, but can  
be 'worked' like wood"

ZENITHERM COMPANY, INC.

110 EAST 42nd STREET, NEW YORK CITY

Factory and General Offices: Kearny, New Jersey

PHILADELPHIA CHICAGO BOSTON SAN FRANCISCO DETROIT

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Printed in U. S. A.



HEN today is a hundred years from now, doubtless the present age in which we live will be known as "The Early Twentieth Century Period of Art and Beauty."

Today America is in a similar position to that which England occupied in the Early Eighteenth Century. The Early Eighteenth Century literally poured the riches of the world into the lap of the British nobility. The development of that lavish conception of Georgian architecture and decoration was a logical sequence.

Today, with wealth untold, America with more leisure and a growing appreciation for the finer things in life, is creating a new beauty, a style of her own, that will leave as lasting and permanent an impression on civilization as the Periods which have preceded us.

Fundamentally, of course, America is intensely practical; art is science—and science, art.

Zenitherm thus becomes an Early Twentieth Century interpretation of art in science—beauty in a most *practical* and *economic* measure for *walls* and *floors*—both interior and exterior.

Today, Zenitherm is recognized by the leaders of the architectural and interior decorating fields as a distinctive, decorative element. It is the accepted mode in the finer homes and public

buildings. Indeed, the list of homes where Zenitherm is now used for *walls* and *floors* reads like pages taken from the Social Register.

Zenitherm is a fabricated material that looks and wears like marble, but can be worked like wood. A carpenter can install it. It is applied over either wood or masonry construction. It is as desirable for exterior use as for interior. Under the elements, it hardens and becomes durable like stone.

Zenitherm's range of twenty-one colors permits a blending of full and subdued tones that harmonize or contrast perfectly with any decorative scheme.

Architects and decorators everywhere know that Zenitherm is one of the contributing factors that help do justice to their own conceptions. If you are thinking of building or remodeling, consult your architect or decorator. They can tell you all about Zenitherm and the use they have put it to, not only in homes of distinction, but in prominent hotels, clubs and public buildings throughout the country.

Or, if you prefer, write to us direct.

On the following pages we show just a few installations. They will help you to visualize the attractive possibilities of this newest contribution to "The Early Twentieth Century Period of Art and Beauty," economically applied to the building and remodeling problems of today.



Residence of William Wallace White, Pelham, New York.

*Exterior Walls of Zenitherm*

HUSTACE SIMONSON, Architect, New York



ONE would think to look at this lovely home, that it was built of some rare Italian marble. That is always the impression when Zenitherm is used for exterior walls. Zenitherm actually toughens under the elements and becomes hard and durable like stone. There is economic value in Zenitherm as well as architectural beauty.

*It is interesting to note in this connection that the City of Chicago has used Zenitherm with great success for facing and beautifying bridges.*

*See the illustration on page 13.*



Zenitherm Flooring in the Entrance Hall of the Park Avenue Home of  
Mrs. J. L. Johnston  
BARTON, PRICE AND WILSON, INC., Interior Decorators New York



WHAT does the eye see first on entering this lovely apartment? Perhaps that question is hardly fair! Simple, rich hospitality is an impression of quality and taste, rather than the singling out of any separate unit in the decorative scheme. Yet, as one's eye rests here and there in interested observation of this pleasing entrance hall, the floor instinctively draws a merited share of appreciation. It is Zenitherm!



Seventeenth Century Living Room in the Galleries of Hampton Shops, New York.  
Zenitherm Flooring in irregular flagstone design specially *antiqued* to harmonize with  
this Period; it conveys an atmosphere of lovely old ivory.



In this Seventeenth Century Living Room, the Zenitherm *flooring* in irregular pattern is one of the contributing elements to its unusual charm—a harmonious unit that is obviously the foundation for this rich interior—the sort of interior that one naturally associates for example, with the display rooms of a leading establishment specializing in the finest of Period Furniture.



Zenitherm Flooring in the Spanish Dining Room of formal mode, in the New York home of Mr. and Mrs. Frederick C. Heimerdinger.

ANNA BARRINGER, Interior Decorator, New York



S these photographs suggest, the decorative foundation of Zenitherm is as effective in the dining room as in the patio of the smart Oasis Club. Indeed, when used for outside work, Zenitherm acquires even more enduring qualities, thanks to the toughening tendency of Zenitherm when exposed to the elements.



Zenitherm Flooring in the Patio of the Oasis Club, Palm Beach, Florida.



Zenitherm Flooring in the Southampton Home of Mr. and Mrs. John W. Kiser.  
ELSIE SLOAN FARLEY, Interior Decorator, New York



HE Sun Room above all must be bright and cheery. Zenitherm, while looking like marble, has added advantages. Zenitherm is resilient under foot, and "warm to the touch." When appropriate colors are chosen it adds a definite decorative element that is as distinctive as it is attractive. Zenitherm is ideal for the Game and Play Room, too.



Zenitherm *Flooring* in an early Period Bedroom in the Park Avenue home of Mr. and Mrs. Frederick C. Heimerdinger.

ANNA BARRINGER, Interior Decorator, New York.



BEAUTIFUL period bedrooms must needs begin with the floor. Thus the decorative basis for "floors palatial" may well be Zenitherm, simulating as it does, the rarest of Italian travertine stones. For the bathroom Zenitherm entirely eliminates the glaring effects so frequently resulting from the use of glazed materials. A Zenitherm floor in the bathroom is pleasantly warm and non-slippery when wet. Zenitherm is unaffected by water and is easily cleaned.



Flooring and walls of Zenitherm in the bathroom of the home of Mr. M. S. Mannes, Mamaroneck, N. Y.

JOHN MATTHEWS HATTON, Architect  
New York



Zenitherm Flooring in the Trophy Room in the Bethlehem home of Eugene G. Grace.  
THEODORE E. VISSCHER and JAMES L. BURLEY, Architects, New York



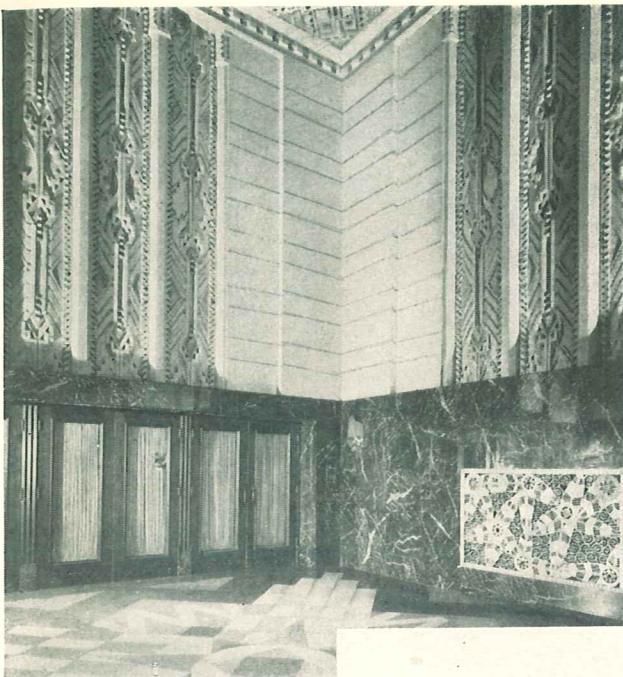
HAT a sportsmanlike atmosphere there is to this interesting Trophy Room! Obviously the Zenitherm flooring is the basic element that both begins and completes the architectural motif. Even the conventional square block design takes on new significance! In large measure, this is due to the contrasting of color tones made possible by a correct selection from Zenitherm's twenty-one colors.



Zenitherm Flooring in the delightfully modern offices of  
JONES AND ERWIN, Interior Decorators, New York



ENITHERM lends itself as happily to the decorative scheme of the "modern school" as to any other period. Since it is worked like wood, it can be sawed and matched in patterns to achieve the desired effect. Zenitherm's twenty-one color tones blend perfectly with the *most modern* of modern interiors.

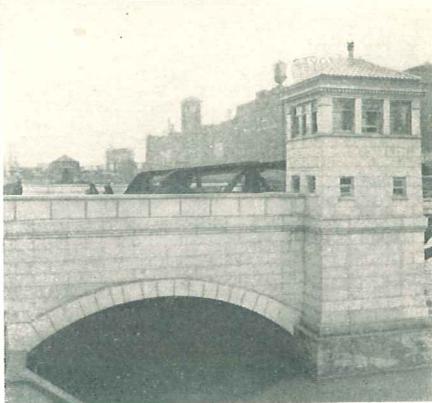


Foyer of the Park Ridge Theatre,  
Park Ridge, Illinois.  
Walls of Zenitherm.  
ZOOK & McCAGHEY, Architects,  
Chicago.



**W**HAT more exacting test of Zenitherm's practical beauty than the difficulty of differentiating between Zenitherm and marble when the two are combined as they are in this beautiful foyer. In the newer theatres, Zenitherm is now the favorite material for floors as well as walls.

HAT more exacting test of Zenitherm's practical beauty than the difficulty of differentiating between Zenitherm and marble when the two are combined as they are in this beautiful foyer.



One of the Chicago bridges faced with Zenitherm, referred to on page 5.



Zenitherm walls in the Administration and Records Building, Dallas, Texas.  
LANG & WITCHELL, Architects, Dallas, Texas



HIS photograph was taken just after the Zenitherm walls were installed in order to give you an idea of how this fabricated material which "looks like marble" is being used in prominent public buildings. Indeed, municipal offices everywhere are now being put up with an eye to beauty—practical beauty of sound economic value. The years only serve to make it more enduring. It actually toughens with age.



Zenitherm Flooring in the Sun Room of Haddon Hall, Atlantic City, New Jersey.  
RANKIN & KELLOGG, Architects, Philadelphia



ADDON HALL recently spent six million dollars in completely modernizing its boardwalk hotel. The idea was a complete expression of modern day beauty and comfort for its guests. Zenitherm was chosen for the corridors, the dining rooms, the meeting rooms and the Sun Room. In the Sun Room, the pattern was worked out to represent the six Wampum belts given in trade by William Penn when he purchased Pennsylvania.



Zenitherm *walls* in the Main Banking space of Calcasieu National Bank,  
Lake Charles, Louisiana.

FAVROT & LIVAUDAIS, LTD., Architects, New Orleans



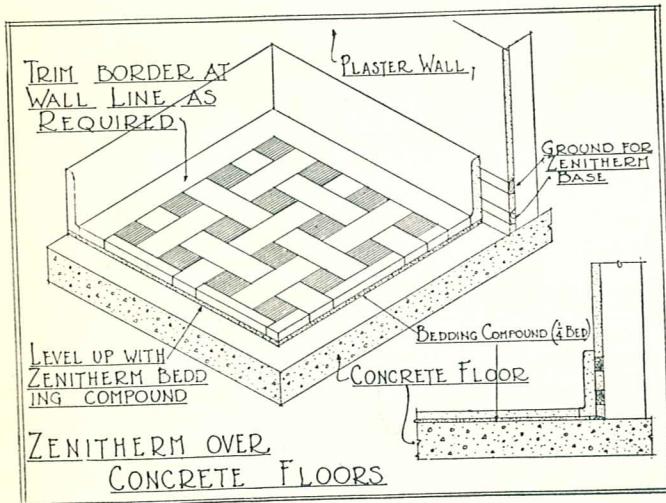
WITH this beautiful banking room before us, the only conclusion seems to be that one can always bank on Zenitherm for a beautiful interior. Incidentally, of special appeal to bankers is the further use of Zenitherm in the underground departments where dampness and moisture must be reckoned with. Zenitherm when laid over concrete, for either walls or floors, is not only damp-proof, but assures permanent beauty.



Zenitherm Flooring in Sanctuary of the Chapel of  
Fordham University, New York City.  
EMILE G. PERROT, Architect, New York and Philadelphia



THE solemn peace and quiet of this beautiful chapel begins with the floor. It is Zenitherm. To the eye, it has all the richness of marble, yet with added advantages. Zenitherm is resilient under foot and "warm to the touch."



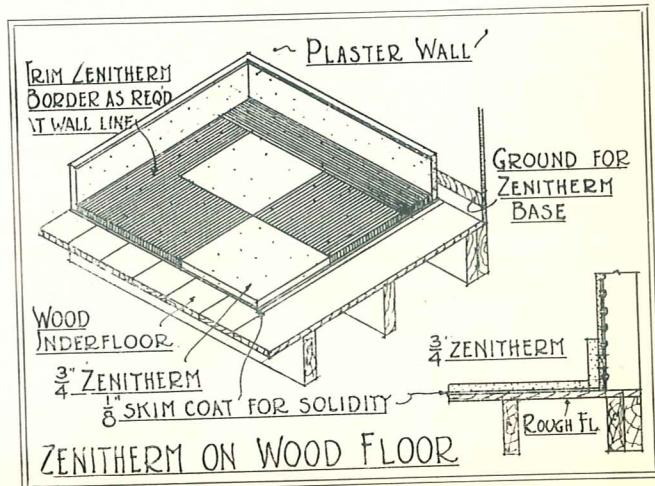
## HOW IT IS

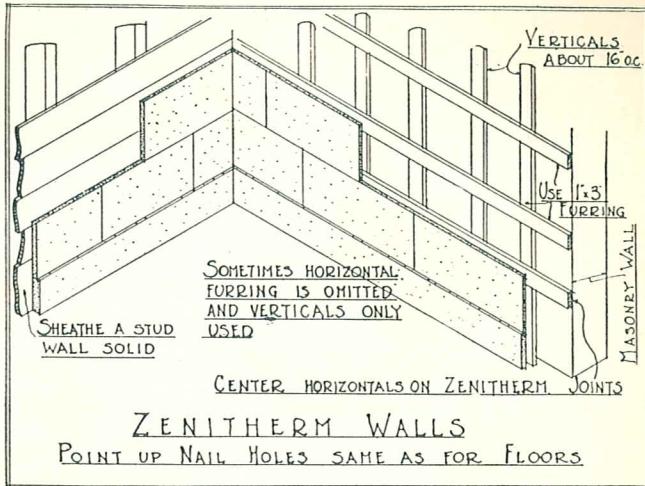
The application of Zenitherm is exceedingly simple and inexpensive. On wooden floors the blocks of Zenitherm are simply nailed into place. For the sake of solidity they are usually laid over a skim coat of bedding compound.

Where the floors are old and uneven, the hollows are filled with the bedding compound and leveled off.

When Zenitherm is laid on cement the bedding compound is spread a quarter inch thick and the Zenitherm set in place in it.

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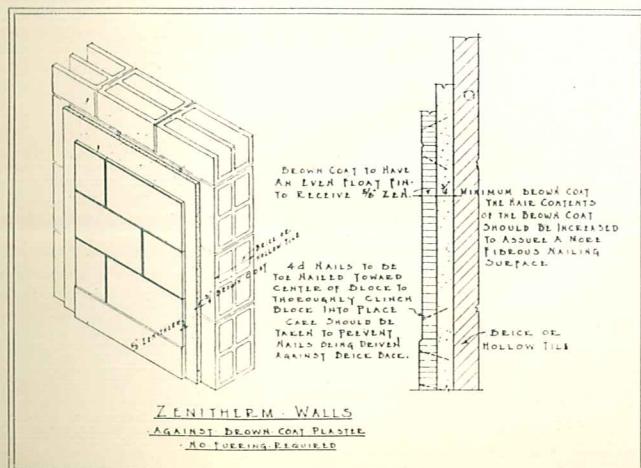
## INSTALLED

When used for walls Zenitherm can be nailed to furring or sheathing, or it can be nailed directly on the haired brown coat of plaster.

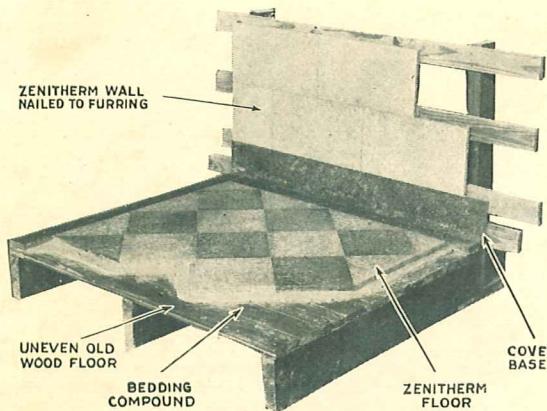
This latter method applies when the wall itself is of brick or hollow tile.

In both wall and floor installations the edges of the slabs are buttered with a pointing compound which closes any interstices in the joint.

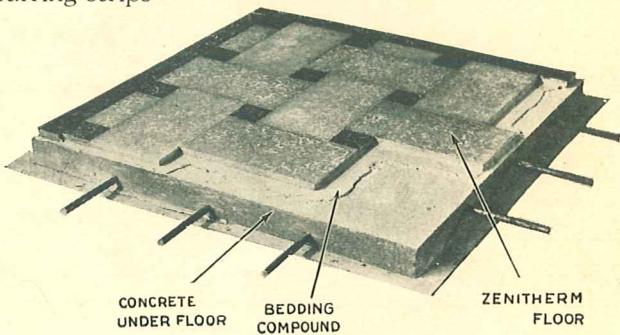
The nail holes are also filled with this compound and are thus rendered invisible.



11.



The above shows photographically the method of installing Zenitherm on both floors and walls. The floor shown here is so uneven as to require a bedding compound. The wall pieces are nailed on furring strips over the studding.



Above is shown how simple it is to lay Zenitherm in a bedding compound over new or old cement floors.

Once the compound is set the Zenitherm gives a permanent flooring, resilient enough to be restful to the step.

#### STANDARD COLORS

(See Color Chart for Actual Reproductions)

#### LIGHT COLORS

NATURAL	BUFF	GOLD	PINK
OLIVE		DRAB	

CORAL PINK	LIGHT GREY	STONE GREY	
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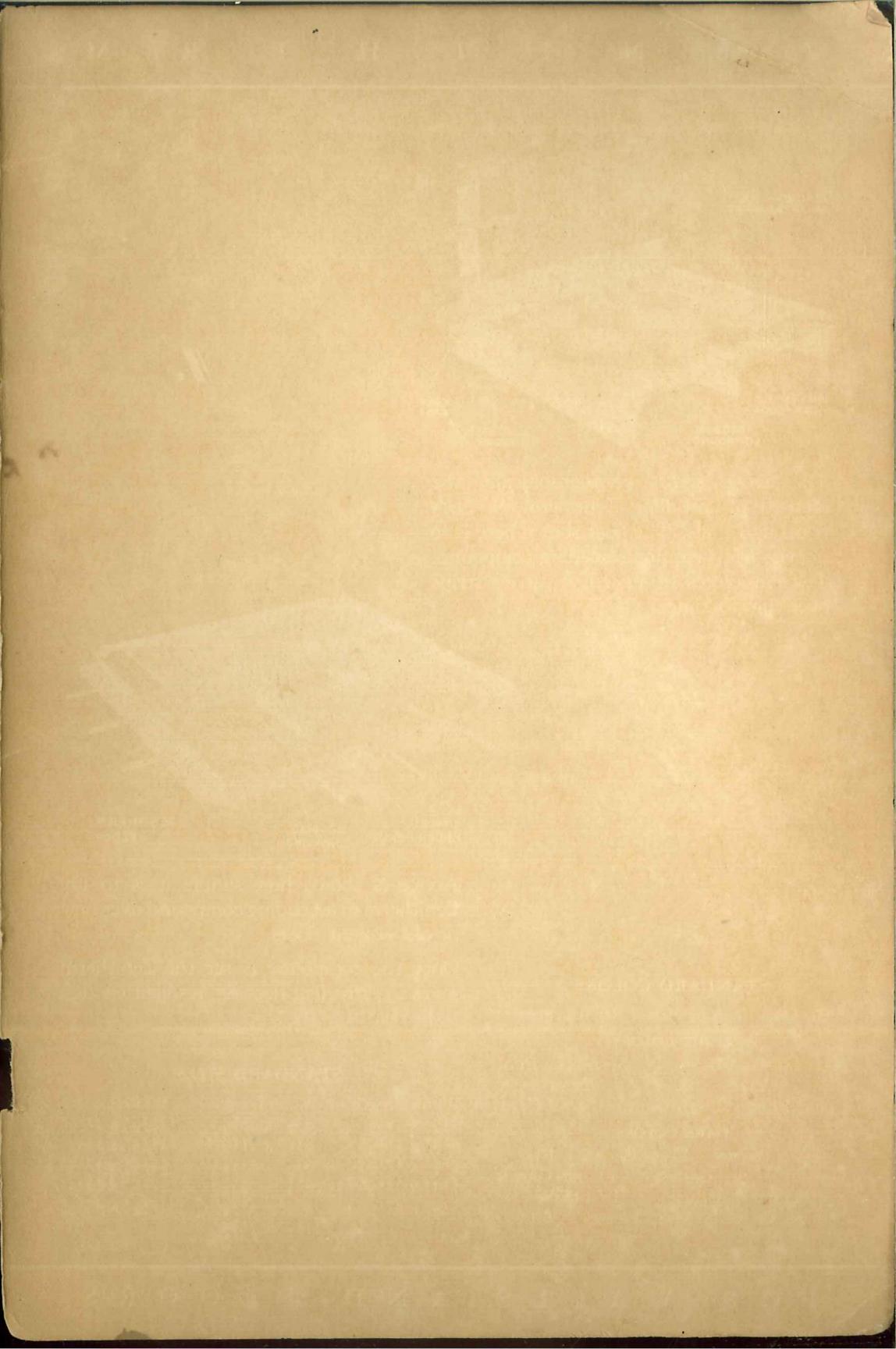
#### DARK COLORS

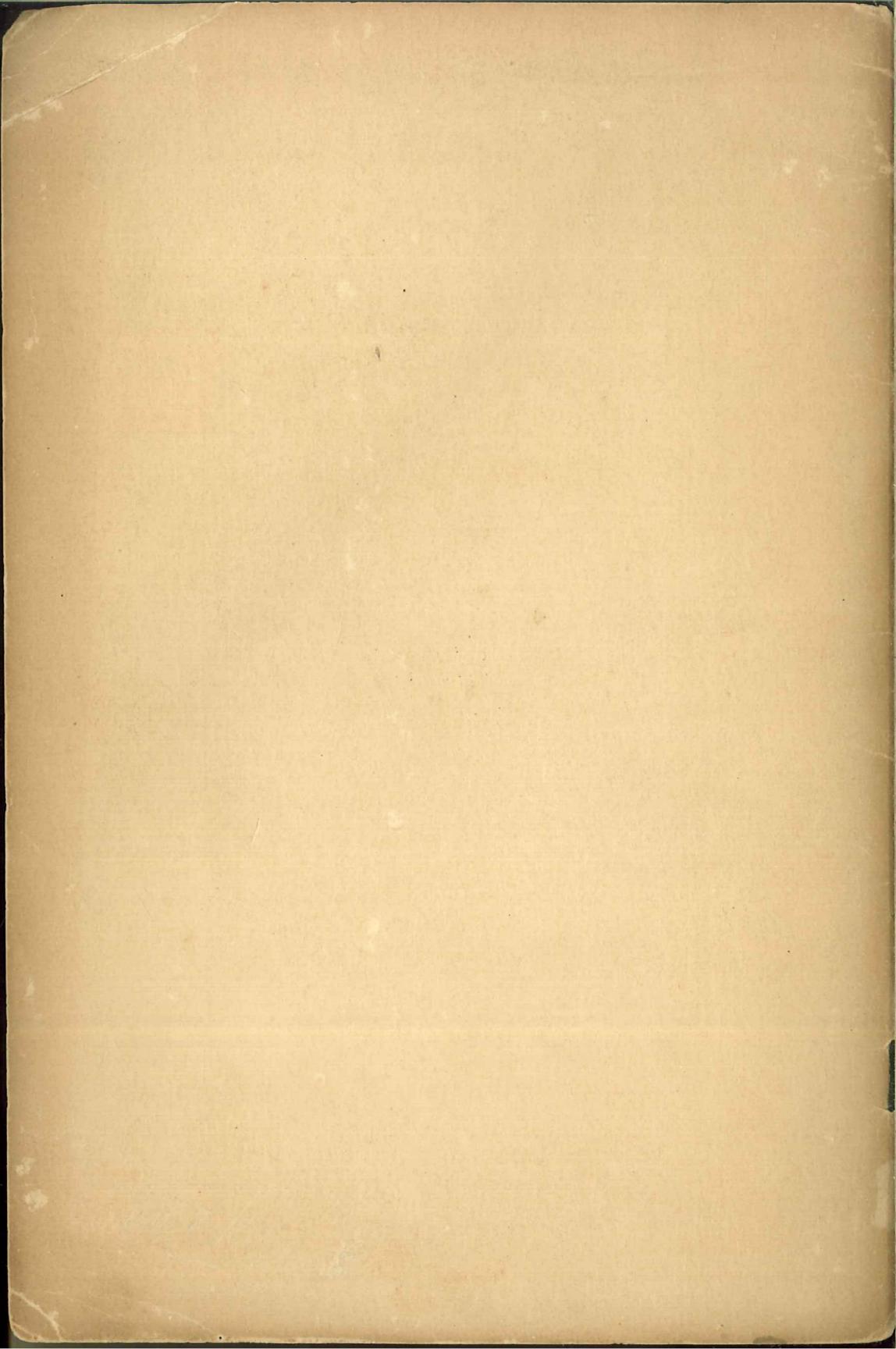
LIGHT BROWN	DARK BROWN	RED
GREEN	SEA GREEN	LICHEN GREEN
BLUE	BLACK	TANGERINE
HAVANA BROWN	MAYA BROWN	£ 1,000

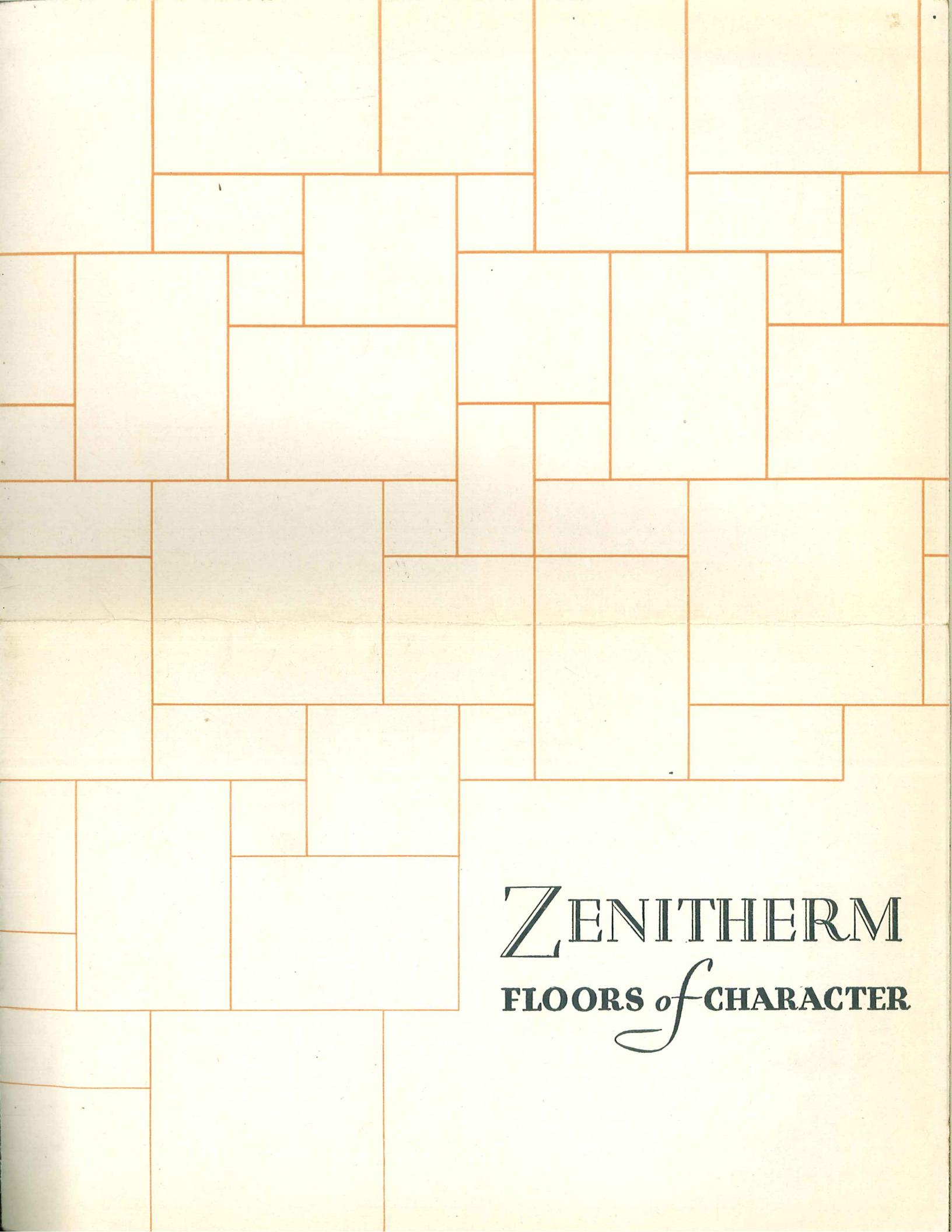
#### STANDARD SIZES

Width	Length	Width	Length	Width	Length
5 1/2"	x 5 1/2"	8 1/2"	x 8 1/2"	11 1/2"	x 17 1/2"
5 1/2"	x 11 1/2"	8 1/2"	x 11 1/2"	15 1/2"	x 15 1/2"
5 1/2"	x 17 1/2"	8 1/2"	x 15 1/2"	15 1/2"	x 17 1/2"
5 1/2"	x 23 1/2"	8 1/2"	x 23 1/2"	17 1/2"	x 23 1/2"
5 1/2"	x 47 1/2"	8 1/2"	x 47 1/2"	17 1/2"	x 47 1/2"
		11 1/2"	x 11 1/2"		

1Ed-15M-5/30







ZENITHERM  
FLOORS *of* CHARACTER

# ZENITHERM . . . FLO



The enviable reputation Zenitherm enjoys is due to their attractiveness and durability, and the hundreds of installations in the fine homes, banks, hotels, theatres, stores, executive offices, etc.

Zenitherm admirably fulfills the requirements of all flooring—beauty, durability, cleanliness, and safety, with a minimum of friction to avoid slipping.

The installation of Zenitherm floors is simple. Zenitherm Bedding Compound over which the floor is to be laid in the same manner over which the floor is to be laid. The nail holes are rendered imperceptible by the compound. All joints are sealed with the compound.

The choice of Zenitherm floors for the home is a saving of time and important economy. The floor is available for use the day after they are laid. It requires only the ordinary cleaning agents necessary for the care of the floor.

The series of patterns in full color offered is representative of a careful selection from an abundance of designs. The patterns were reproduced from actual finished floors. There are twenty-one standard color tones. It is believed that these designs will be of great interest to those who desire beautiful and striking patterns at reasonable prices in various sizes, color and style.

The selection offered is representative of the variety of patterns available. The floor is not hampered by any arbitrary restrictions placed by the manufacturer. Zenitherm is composed of separate blocks and the wide range of sizes offers unlimited possibilities for the selection of the floor to harmonize with any architectural or decorative scheme or combination desired.

## ZENITHERM COMPANY

110 EAST 42nd STREET, NEW YORK CITY

Factory and General Offices

PHILADELPHIA



CHICAGO



# ORS OF CHARACTER

in floors have gained is based upon  
and the formidable precedent of  
st private homes, apartments, clubs,  
utive offices, churches and schools.  
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ess, warmth, quietness and adequate

is simplicity itself. They are laid in  
cement underfloors and can either  
wood underfloors or nailed. When  
visible by Zenitherm Pointing Com-  
his same Pointing Compound.

er any type of structure represents a  
nic advantages. Zenitherm floors are  
ave been laid. Soap and water are  
to keep them in perfect condition.  
presented in this folder is the result  
dence of experience. The patterns  
d floor panels and they utilize all of  
in which Zenitherm is manufactured.  
give a good idea of the multiplicity  
available, in every reasonable shape,

ive, but the purchaser of a Zenitherm  
rily preconceived color combinations  
nitherm floor designs are composed  
nge of color tones available offers  
on of a distinctive floor, in keeping  
motif and in the exact color combi-



**ANY, Incorporated**

ET, NEW YORK, N. Y.

Offices, Kearny, N. J.

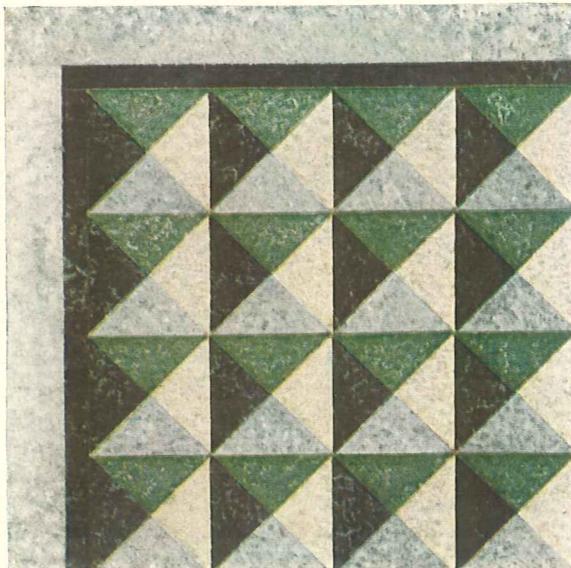
**BOSTON**

**SAN FRANCISCO**

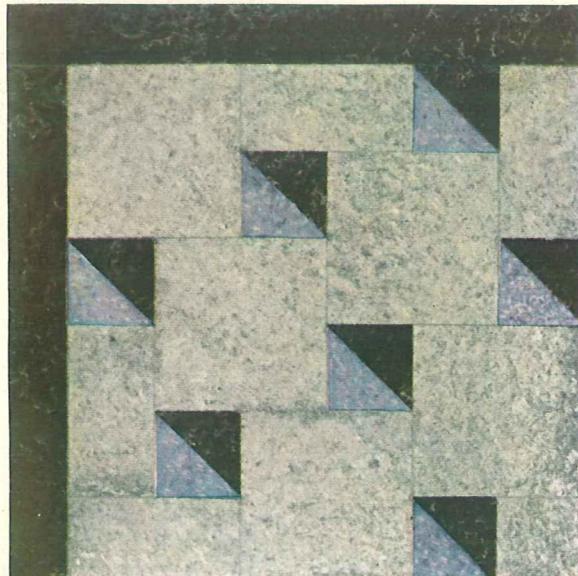
# ZENITH FERM

*(For Walls and Floors)*

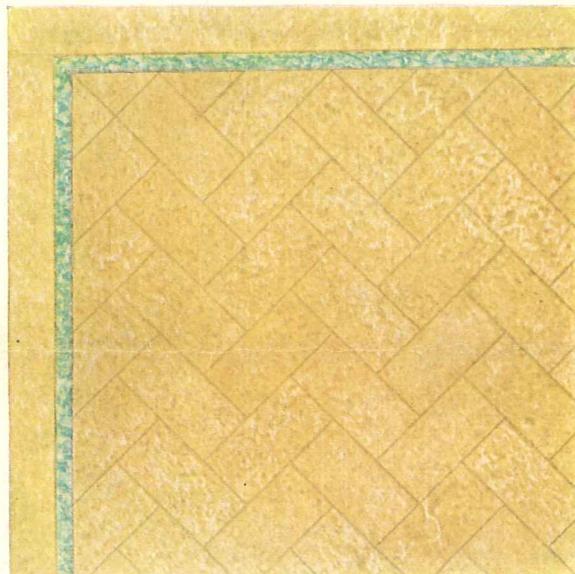
Copyright . . . . . Z. C. I. . . . . 1931  
Printed in U. S. A.



Neutral in effect is the Gold color used for this herringbone pattern. The narrow inner border is Sea Green. Although this pattern fulfills the desire for simplicity, it is more interesting than a floor of plain squares.

**PATTERN F-30**

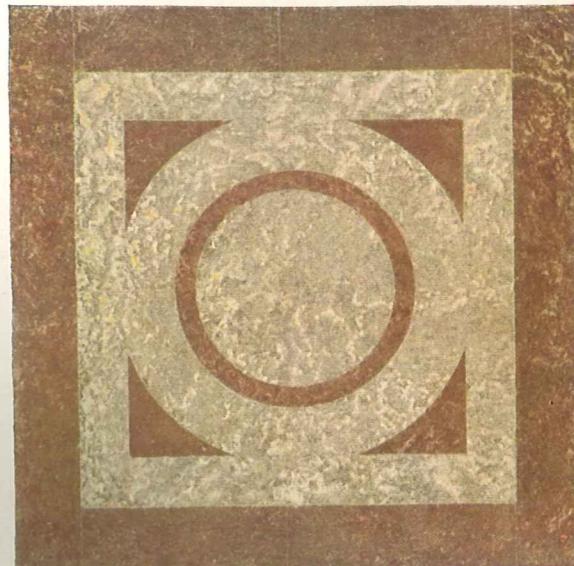
The color combination for this decidedly formal pattern is Black, Lichen Green, Natural and Stone Grey. The prevailing color tones are cool, but the pattern can be made as warm and subtle as desired, depending upon the color combination.

**PATTERN F-41**

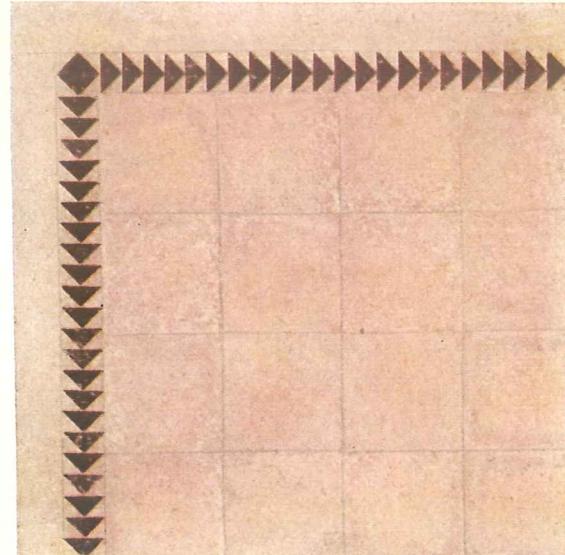
Stone Grey, Blue and Black form this color combination. The division of the small inserts into half tiles of different colors provides an interesting tri-tone variation on a pattern usually composed of large and small squares in two colors only.

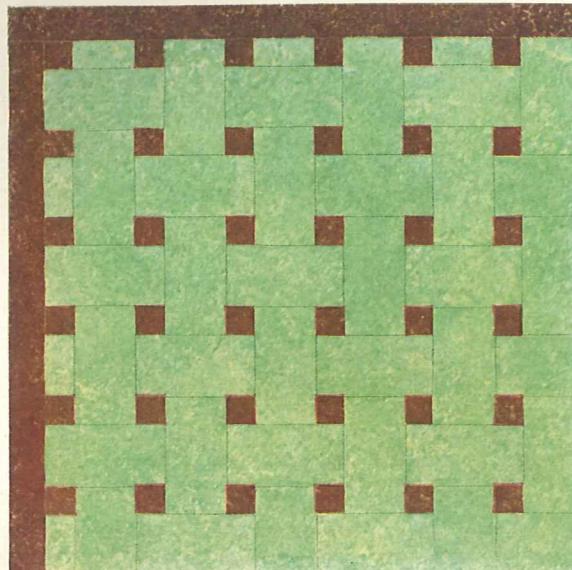
**PATTERN F-205**

This pattern, in Havana Brown and Drab, is an example of the adaptability of Zenitherm to special pattern work. It is particularly suited to small areas where more interest than an ordinary design gives is desired.

**PATTERN F-50**

Small Light Brown triangles make an interesting inner border for this plain floor in Coral Pink color. The ease with which Zenitherm is worked gives wide freedom in providing ornamental borders for any Zenitherm floor.

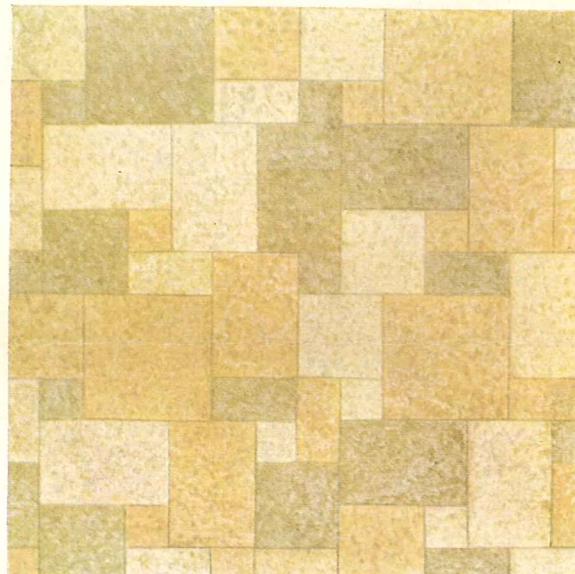
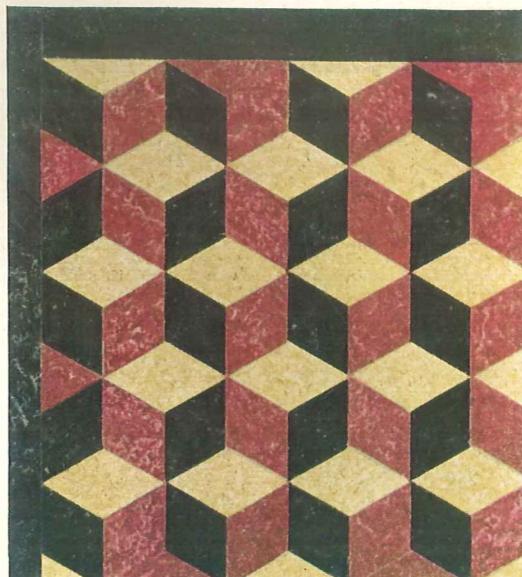
**PATTERN F-70**



Green and Maya Brown are the colors used in this basketweave design. This pattern is an "old reliable," adapted to many types of interiors but especially suited to Spanish or Italian interiors, or any variation on Mediterranean architecture.

**PATTERN F-1**

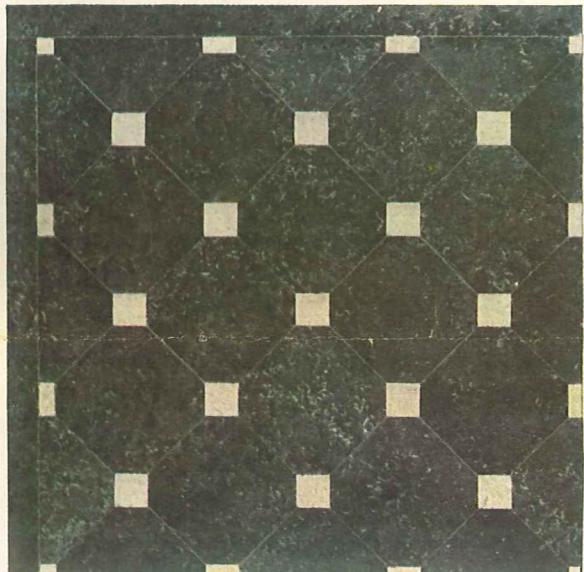
Olive, Drab, Buff and Gold used in this random floor provide a pleasing neutral base for modern as well as conventional interiors. The pattern is of enduring interest because it is wholly free from continuous straight lines. It also finds wide usage in irregular areas where a more intricately patterned floor would not work out so well.

**PATTERN RANDOM "T"**

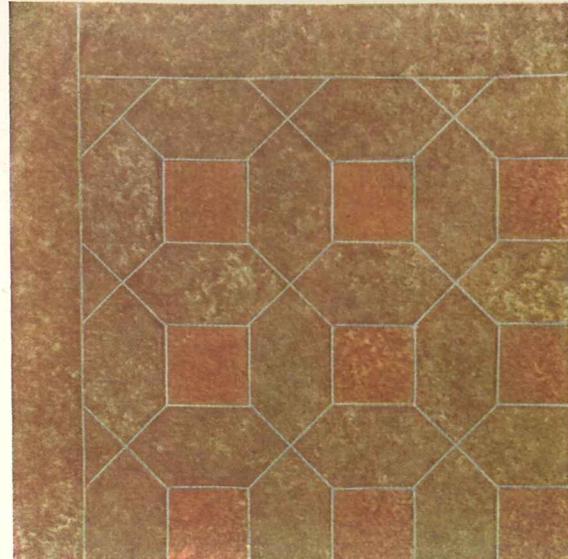
A striking pattern in cube motif. The interest of this design is intensified by the use of the sharply contrasting Red, Gold and Black colors. This design and color combination give an effect of great depth.

**PATTERN F-28**

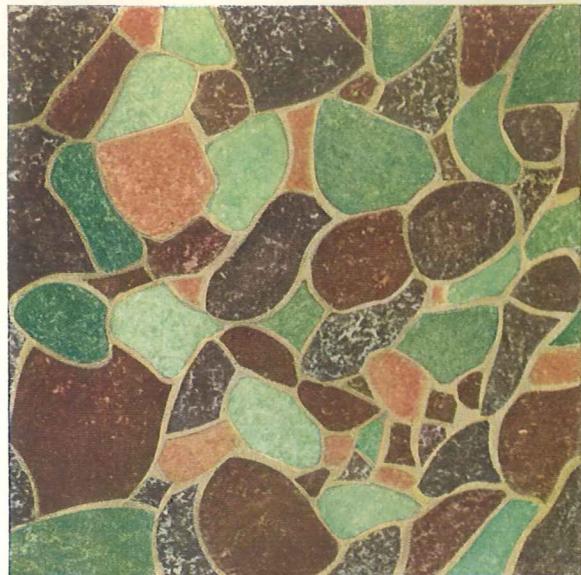
An adaptation of the designs used for old Spanish floors. The color combination illustrated, Havana Brown with Tangerine inserts, is warm and imparts a decided Old World effect. Black combined with a brown tone also makes an interesting combination.

**PATTERN F-80**

A colorful example of a typical "broken stone" Zenitherm floor. The colors illustrated are Dark Brown, Lichen Green, Maya Brown, Green and Tangerine. The wide joints were made with Drab pointing compound. A variation on this pattern, in neutral tones and more regular blocks, is also interesting.

**PATTERN RANDOM-300**

This pattern is typical of the Georgian and French Periods, except that the usual predominating light field has been reversed to give the rich effect of a dark floor, relieved only by small contrasting inserts. The color tones used in this example are £1,000 and Natural.

**PATTERN F-85**

## LIGHT COLORS



DRAB



CORAL PINK



GOLD



PINK



OLIVE



LIGHT GREY

**ZENITHERM  
STANDARD COLORS**

These exact reproductions of the entire range of Zenitherm shades and colors illustrate the beauty and character of Zenitherm texture and coloring. Note how well the flat monotony of solid tones is eliminated through the variation of color and texture in each piece. With this variation, however, a general harmonious tone is maintained, and the effect of the finished Zenitherm floor or wall is both pleasing and desirable.

**ZENITHERM COMPANY, INC.**

**KEARNY** TRADE MARK REGISTERED  
U.S. PATENT OFFICE **NEW JERSEY**

## DARK COLORS



LICHEN GREEN



SEA GREEN



DARK BROWN



GREEN



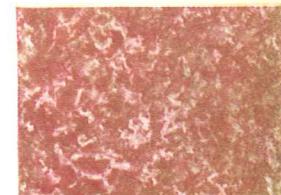
LIGHT BROWN



MAYA BROWN



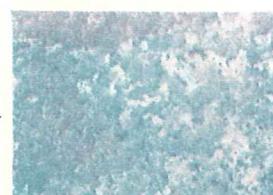
BLACK



RED



TANGERINE



BLUE



HAVANA BROWN



£ 1000

